



Orders	Order / Rev:	6399518
	Alt Order #:	06399518
	Product Desc:	THOMPSON FOR SENATE
	Estimate:	3128
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 10/29/12
	Order Type:	GENERAL

	WDJT-TV-LP
Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	Strategic Media Placement
	Buying Contact:	Whitney Eversole
	Billing Contact:	
		7669 Stagers Loop
		Delaware, OH 43015

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poll/T Thompson/R/Sen/WI
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	P-1
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
 Order Separation: 00:15:00 _____
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	38	\$30,500.00	\$25,925.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	38	\$30,500.00	\$25,925.00	0.00
Totals	38	\$30,500.00	\$25,925.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

WDJT-TV-LP	14%	\$30,500.00
Market	100%	\$217,857.14

Competitive Share

CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	34%	\$74,071.43
WITI	31%	\$67,535.71
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	21%	\$45,750.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/30/12	11/02/12	Morning News M-F 6a - 7a	DM	6a-7a	-TWTF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$50.00		0.00			
E 2	WDJT	11/05/12	11/06/12	Morning News M-F 6a - 7a	DM	6a-7a	MT-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$50.00		0.00			

Order / Rev: 6399518
 Alt Order #: 06399518
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Poli/T Thompson/R/Sen/WI
 Product Desc: THOMPSON FOR SENATE
 Estimate: 3128
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/30/12	11/02/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a		7a-9a	-TWTF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4			\$50.00			0.00			
E 4	WDJT	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a	-----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1			\$750.00			0.00			
E 5	WDJT	11/04/12	11/04/12	Sun 1030a-11a Green and Gold Game Day Live	CM	1030a-11a	-----1	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1			\$400.00			0.00			
E 6	WDJT	10/30/12	11/04/12	M-F 5pm News M-F 5pm News	CM	5p-530p	-TWTF--	:30	6	\$200.00	P-2	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		6			\$200.00			0.00			
E 7	WDJT	11/05/12	11/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$200.00			0.00			
E 8	WDJT	10/30/12	11/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-TW-F--	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TW-F--		3			\$2,500.00			0.00			
E 9	WDJT	11/05/12	11/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$2,500.00			0.00			
E 10	WDJT	10/31/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel		M-F 630p-7p	--W-F--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-F--		2			\$2,500.00			0.00			
E 11	WDJT	11/05/12	11/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel		M-F 630p-7p	1-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$2,500.00			0.00			
E 12	WDJT	10/30/12	11/04/12	M-F Late News M-F Late News	CM	10p-1035p	-TWTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		6			\$800.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	3	WDJT	10/29/12-11/04/12	M-F Late News		10p-1035p	-TWThF----	:30		(\$800.00)	0.00	NM			
				See MG 12.7,12.8											
	6	WDJT	10/29/12-11/04/12	M-F Late News		10p-1035p	-TWThF----	:30		(\$800.00)	0.00	NM			
				See MG 12.7,12.8											
	7	WDJT	10/29/12-11/04/12	Sat Late News		10p-1035p	-----Sa--	:30		\$800.00	0.00	NM			
				Ⓜ MG for 12.3,12.6											
	8	WDJT	10/29/12-11/04/12	Sun Late News		10p-1035p	-----Su	:30		\$800.00	0.00	NM			
				Ⓜ MG for 12.3,12.6											
E 13	WDJT	11/05/12	11/05/12	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$800.00			0.00			
E 14	WDJT	11/03/12	11/03/12	SEC Afternoon Game SEC Afternoon Game	SPRT	Fri 130p-5p/Sat 11	-----1-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1			\$250.00			0.00			
E 15	WDJT	11/04/12	11/04/12	NFL Today	CM	NFL Today	-----1	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00

